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TURNING A GREAT IDEA INTO A SUCCESSFUL STARTUP- FROM ZERO TO HERO

Abstract

Startups have a critical role as engines of economic growth worldwide, requiring support across various aspects such as technology, finance, marketing, and team building. Effective guidance, mentorship, and support are crucial for entrepreneurs seeking to transform their ideas into technological innovations and viable businesses, considering cultural factors as well. Overcoming fear of failure and risk aversion are common obstacles that hinder individuals from pushing their entrepreneurial endeavors forward. Continuous dialogue between academia and industry is necessary to align with current and future industry needs, ensuring universities produce well-educated and industry-oriented graduates. Startups are first and foremost people and then technology, demanding hard work, perseverance, creativity, agility, as well as access to information, knowledge, mentorship, and common sense. Therefore, it is of utmost importance to equip university students with the requisite knowledge, skills, and mindset to navigate the unique challenges and opportunities, they stand to face head-on during their startup journey.